

Founders Circle and Benefactors Circle

Recognizing and Honoring Lifetime Giving



Leadership Circle

The McCallum's Premier Philanthropists

Founders Circle and Benefactors Circle

Recognizing and Honoring Your Lifetime Giving

The Founders Circle and Benefactors Circle pays tribute to a donors giving to the McCallum Theatre over their entire lifetime. Founded in 1988 by a group of philanthropic and business leaders who were committed to the creation of a new performing arts center, the McCallum Theatre treasures those early investors and visionaries as well as those generous philanthropists supporting it today, thus safeguarding the theatre for future generations.

Founders Circle

When lifetime gifts and/or pledges reach \$75,000, donors are inaugurated into the prestigious **Founders Circle**. Special lifetime perks are designed to enhance your overall theatre-going experience and include:

- Priority ticketing with access to a personal Ticket Concierge and the best seats
- Exclusive access to the Gerald R. Ford Founders Room pre-performance and during intermission for you and your guest
- Complimentary valet parking
- Invitation to the Fall Welcome Back Cocktail Party exclusively for Founders and Benefactors
- Invitation to the Spring Season Preview Reception exclusively for Founders and Benefactors
- Recognition on the Circle of Friends Donor Wall
- Lifetime benefit (not transferable)

When lifetime gifts and/or pledges reach \$125,000, donors become part of the **Distinguished Founders Circle** and may choose to be recognized with a star on the Theatre's Avenue of Stars accompanied by a private champagne reception and unveiling celebration with family and friends.

When lifetime gifts and/or pledges reach \$250,000, donors become part of the **Gold Founders Circle** on the Circle of Friends Donor Wall. Once donors have donated \$250,000 or more in cash, all irrevocable planned gifts as their preent value will be added to their lifetime giving.



Benefactors Circle

When lifetime gifts and/or pledges reach \$500,000 donors become part of the **Benefactors Circle** on the Circle of Friends Donor Wall.

When lifetime gifts and/or pledges reach \$750,000 donors will become part of the **Executive Benefactors Circle** on the Circle of Friends Donor Wall.

When lifetime gifts and/or pledges reach \$1,000,000 donors become part of the **Distinguished Benefactors Circle** on the Circle of Friends Donor Wall.

When lifetime gifts and/or pledges reach \$2,500,000 donors become part of the **Gold Benefactors Circle** on the Circle of Friends Donor Wall.

When lifetime gifts and/or pledges reach \$5,000,000 donors become part of the **Platinum Benefactors Circle** on the Circle of Friends Donor Wall.

All Founders Circle and Benefactors Circle Members are among the first to learn about the forthcoming season and have access to the best seats in the house. Premium seats are reserved just for them, and they have access to a personal Ticket Concierge. Seating priority is based upon a donor's lifetime cash giving; therefore, donors whose cumulative cash giving is the highest receive first choice on seat selection.





ANNUAL
Gala 2023
McCALLUM THEATRE

Starring Audra McDonald
Photo by Marc Glassman



Leadership Circle

McCallum Theatre's Premier Group of Philanthropists

The Leadership Circle is comprised of philanthropists who ensure that the McCallum Theatre continues to thrive and remain the cultural jewel of the Coachella Valley. These generous annual givers are focused on making an impact -- from bringing world-class artistry to our stage, to providing performing arts educational experiences to youth, to nurturing emerging artists, to safeguarding this stellar performance venue.

To attend the theatre is an extraordinary experience and the performers on stage not only entertain us, they transport us to magnificent heights, reminding us through art of our shared humanity. Annual donors to the Leadership Circle deeply understand this and are bound together by their passion, commitment and belief in the performing arts.

The Leadership Circle recognizes donors who collectively contribute \$25,000, \$50,000 and \$100,000 or more in a single fiscal year (August 1st to July 31st). Their contributions may be made through myriad ways including gifts to the Leadership Circle directly, the Annual Gala, Architectural Recognition, Show Sponsorship, Annual Membership, The Muses & Patroness Circle and McCallum Theatre Education Programs.

Donors to the Leadership Circle receive recognition and benefits associated with the giving program of their designated gift and the following special perks:



Platinum Leadership Circle \$25,000

- Invitation for two to the Leadership Circle Dinner
- Invitation for two to the Leadership Circle Cocktail Party
- Founders Circle membership with a three-year commitment
- Distinguished Founders Circle membership with a five-year commitment

Titanium Leadership Circle \$50,000

- All of the above, plus an invitation for two to a Visionaries Salon – an exclusive private event with an artist
- Distinguished Founders Circle membership with a three-year commitment
- Gold Founders Circle membership with a five-year commitment

Diamond Leadership Circle \$100,000

- All of the above, plus an invitation for two to an exclusive Lunch with McCallum's President
- Invitation for two to a second Visionaries Salon - an exclusive private event with an artist
- Benefactor Circle membership with a five year commitment

PALM DESERT
choreography festival





CELEBRATING THE ARTISTS OF TODAY, NURTURING THE ARTISTS OF TOMORROW.

An important outreach project of Palm Desert Choreography Festival, East Valley Dance Project has served students in Thermal for the past 16 years. While participating in the process of crafting a dance, students develop an understanding of its potential as a form of expression, develop life skills, and gain access to the McCallum Theatre.

East Valley Dance Project
Photo by Jingzi Zhao

Annual Giving Opportunities

That Count Towards Founders Circle, Benefactors Circle and Leadership Circle

McCallum Theatre Annual Gala

Held every Fall, the Gala features a star-studded performance on the McCallum stage and pays tribute to a generous McCallum philanthropist(s). Prior to this spectacular evening at the Theatre, guests may choose to attend a dinner at one of four premiere five-star restaurants. Sponsorship levels start are at: \$5,000 and proceed to \$10,000, \$25,000, \$50,000, and \$100,000.

Architectural Naming Recognition

The McCallum offers prominent naming opportunities in and around the Theatre, starting at \$150,000 and higher.

Show Sponsorship

Show Sponsors help bring the world's finest performers to the Coachella Valley by underwriting productions with one-time gifts of \$10,000 to \$50,000. In appreciation, they are recognized in association with the performance and receive 20 premier orchestra seats for themselves and their guests, a private party in the Founders Room and a Meet & Greet with the artists, when protocols allow.

Annual Membership in the Friends Circle and President's Circle

Annual Members of the Friends Circle (\$100, \$250, and \$500) and the President's Circle (\$1,000, \$2,500, \$5,000 and \$10,000) receive special benefits complimenting their theatre-going experience, including early access to tickets before they go on sale to the general public.

Muses & Patroness Circle

As the McCallum's premier women's support organization, the Muses & Patroness Circle is comprised of talented women who share a passion for the performing arts as well as arts education for young people. Through their fundraising leadership, they raise hundreds

of thousands of dollars for education through the Muse Annual Fundraiser. Members make annual gifts of \$300, \$1,000 or \$2,500 in support of McCallum Theatre Education department.

Education Programs

Donations from this committed group of mission-focused donors touch the lives of over tens of thousands of students, educators, families, teaching artists and emerging artists annually. Giving opportunities start at \$250 to support the Palm Desert Choreography Festival and \$1,000 to support the Open Call Talent Project in the Spring. Donors make a larger impact by giving \$10,000 and higher when they underwrite a specific education program.

Planned Giving

The McCallum Theatre is unusually privileged to have a significant number of donors who have provided for the Theatre in their afterlife charitable planning. "Planned gifts" are usually made in consultation with attorneys, tax accountants or other financial advisors. Among the instruments most frequently used in making a planned gift to the McCallum Theatre are bequests (wills), charitable remainder trusts, and charitable gift annuities. In addition, once donors have donated \$250,000 or more in cash, all irrevocable planned gifts as their present value will be added to their lifetime giving.

**The McCallum Theatre
Development Department's
Core Purpose is** to provide
resources that allow the Theatre to
achieve its vision and mission.



We do this by:

- Deeply understanding our mission and educational programming
- Creating community and connecting people to the arts, the organization and each other
- Giving donors the opportunity to invest and make an impact
- Protecting donor intent
- Recognizing and acknowledging donors fairly and consistently



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The McCallum Theatre's mission is to entertain, educate and enrich the Coachella Valley community through world-class performances, critically-acclaimed education experiences and serving as the desert's premier performing arts venue.



www.McCallumTheatre.org

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McCallum Theatre is a 501(c)(3) nonprofit organization, EIN# 95-2834871